That which is claimed:

1. A method comprising:

identifying an event associated with an article;

identifying a named entity within the event; and

creating an implicit search query comprising the named entity.

2. The method of claim 1, further comprising determining a list of named entities.

3. The method of claim 2, wherein identifying the named entity within the event comprises identifying an entity in the event that matches an entity in the list of named entities.

4. The method of claim 2, wherein determining the list of named entities comprises monitoring instant messaging traffic.

5. The method of claim 2, wherein determining the list of named entities comprises analyzing an email data store.

6. The method of claim 2, wherein determining the list of named entities comprises analyzing a directory structure.

7. The method of claim 2, wherein determining the list of named entities comprises searching a contact list.

8. The method of claim 2, wherein determining the list of named entities comprises searching a news list.

9. The method of claim 2, wherein determining the list of named entities comprises part of speech tagging.

10. The method of claim 1, wherein the named entity comprises one of an email address, an instant messaging name, and a proper noun.

11. The method of claim 1, further comprising storing the named entity in a user profile.

12. The method of claim 1, further comprising identifying a plurality of named entities for a name by using first name only, last name only, middle name only, and combinations thereof.

13. The method of claim 12, further comprising filtering out at least one of the plurality of named entities having a high document frequency (DF).

14. The method of claim 1, further comprising associating a weight with a named entity.

15. The method of claim 1, further comprising:

receiving a result set associated with the implicit query; and

outputting the result set.

16. The method of claim 15, further comprising:

receiving an interest signal associated with the named entity; and

ranking the result set based at least in part on the interest signal.

17. A method comprising:

identifying a named entity in a data store; and

determining a weight to associate with the named entity.

18. The method of claim 17, wherein the data store comprises one of an email data store, a directory structure, and a contact list.

19. A method comprising:

receiving an event;

identifying a named entity in the event;

creating an implicit query based at least in part on the named entity;

transmitting the implicit query to an index; and

receiving a result set from the index, the result set comprising one or more article identifiers; and outputting the one or more article identifiers if an associated score exceeds a threshold.

20. A computer-readable medium on which is encoded program code, the program code comprising:

program code for identifying an event associated with an article;

program code for identifying a named entity within the event; and

program code for creating an implicit search query comprising the named entity.

21. The computer-readable medium of claim 20, further comprising program code for determining a list of named entities.

22. The computer-readable medium of claim 20, wherein program code for identifying the named entity within the event comprises program code for identifying an entity in the event that matches an entity in the list of named entities.

23. The computer-readable medium of claim 20, wherein program code for storing the named entity in a user profile.

24. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for monitoring instant messaging traffic.

25. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for analyzing an email data store.

26. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for analyzing a directory structure.

27. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for searching a contact list.

28. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for searching a news list.

29. The computer-readable medium of claim 21, wherein program code for determining the list of named entities comprises program code for part of speech tagging.

30. The computer-readable medium of claim 20, further comprising:

program code for receiving a result set associated with the implicit query; and

program code for outputting the result set.

31. The computer-readable medium of claim 30, further comprising:

program code for receiving an interest signal associated with the named entity; and

program code for ranking the result set based at least in part on the interest signal.

32. The computer-readable medium of claim 31, further comprising program code for identifying a plurality of named entities for a name by using first name only, last name only, middle name only, and combinations thereof.

33. The computer-readable medium of claim 31, further comprising program code for filtering out at least one of the plurality of named entities having a high document frequency (DF).

34. The computer-readable medium of claim 31, further comprising program code for associating a weight with a named entity.

35. A computer-readable medium on which is encoded program code, the program code comprising:

program code for identifying a named entity in a data store; and

program code for determining a weight to associate with the named entity.

36. A computer-readable medium on which is encoded program code, the program code comprising:

program code for receiving an event;

program code for identifying a named entity in the event;

program code for creating an implicit query based at least in part on the named entity;

program code for transmitting the implicit query to an index; and

program code for receiving a result set from the index, the result set comprising one or more article identifiers; and outputting the one or more article identifiers if an associated score exceeds a threshold.